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ABSTRACT

Based on the premise that writing for video is not like writing for text, this guide tells the writer how to create a video script that turns particular ideas into powerful and effective video. Defining a video script as a "blueprint for a video," the guide takes the writer step-by-step through the entire process of creating a video. Chapters in the guide are: (1) "What Is a Script?"; (2) "First Things First"; (3) "Gathering Information"; (4) "Organizing Your Information"; (5) "Information to Video"; (6) "First Come the Pictures"; (7) "Adding the Sound"; (8) "Basic Structure"; (9) "Writing the Treatment"; (10) "Writing the First Draft"; (11) "Writing the Final Draft"; and (12) "Money Matters." Appendixes contain a preliminary information form to be used with potential clients; an example of transitions--a sequence that illustrates the use of transitional devices; a sample video treatment; and a sample shooting script. Also attached is a glossary of video production terms and a list of books about informational scripting. (NKA)

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